PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: GUAM

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	513.9	---	548.7	562.7	578.1
POPULATION TOTAL (MILLIONS)	0.21	---	0.22	0.23	0.23
BRAND FAMILY SHARES %					
1) MARLBORO	10.5	---	8.6	8.1	8.6
2) VIRGINIA SLIMS	8.9	---	7.8	8.2	7.8
3) BENSON & HEDGES	8.4	---	15.7	19.3	19.4
4) LARK	N.A.	---	3.3	2.2	1.9
MARKET SEGMENTATION%					
FILTER (NON-MENTHOL)	45.0	---	37.5	30.5	30.4
FILTER MENTHOL	55.0	---	62.5	69.5	69.6

2500085237

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: HONG KONG

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	7.48	8.44	9.25	9.76	10.13
OF WHICH LOCAL MANUFACTURE: (BILLIONS)	1.84	2.24	2.48	2.75	3.09
IMPORTED FROM 1) UNITED STATES	5.11	5.59	6.07	6.37	6.40
2) UNITED KINGDOM	0.42	0.44	0.44	0.53	0.43
3) PEOPLES REPUBLIC OF CHINA	0.10	0.17	0.25	0.11	0.21
4) OTHERS	0.01		0.01		
POPULATION TOTAL (MILLIONS)	4.90	5.07	5.22	5.38	5.54
PER CAPITA CONSUMPTION	1,526	1,665	1,772	1,814	1,825
POPULATION OVER 15 YR OF AGE (MILLIONS)	3.48	3.65	3.81	3.98	4.15
PER CAPITA OVER 15 YRS	2,149	2,312	2,428	2,452	2,440
SMOKER INCIDENCE					
% OF TOTAL POPULATION	25%	25%	26%	27%	27%
% OF FEMALE POPULATION	8%	7%	7%	8%	8%
% OF MALE POPULATION	41%	42%	43%	44%	45%
COMPANY SHARES					
1) B.A.T. (BAT INCL. B&W)	52.1	50.5	45.6	45.3	40.7
2) PHILIP MORRIS (PM)	6.1	9.6	14.7	18.0	22.6
3) HONG KONG TOBACCO CO. (HKTC)	13.6	12.9	12.2	11.7	13.7
4) R.J. REYNOLDS (RJR)	21.2	18.6	17.9	16.6	13.4
5) NANYANG BROTHERS (NB)	4.1	5.0	5.6	5.8	6.0
6) OTHERS	2.9	3.4	4.0	2.6	3.6

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(HONG KONG)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MARLBORO	PM	PM	5.1	8.8	14.0	17.4	21.9
2) KENT	B&W	B&W	14.9	15.3	14.1	15.4	14.7
3) GOOD COMPANION	HKTC	HKTC	10.3	9.9	9.6	9.7	12.2
4) VICEROY	B&W	B&W	24.0	20.9	16.9	13.5	11.4
5) WINSTON	RJR	RJR	17.0	15.0	14.6	11.8	10.4
6) DOUBLE HAPPINESS	NB	NB	4.0	4.9	5.5	5.8	6.0
7) CAPSTAN	BAT	BAT	2.4	2.5	2.6	3.5	3.4
8) HILTON	BAT	BAT	0.7	2.3	2.7	2.8	2.9
9) MARVELS	BAT	BAT	2.5	2.6	2.6	3.3	2.8
10) STATE EXP.555	BAT	BAT	3.2	3.1	3.3	3.3	2.7
11) OTHERS			15.9	14.7	14.1	13.5	11.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			89.7	91.0	91.7	90.5	93.2
FILTER MENTHOL			3.0	2.8	2.7	3.8	2.4
NON-FILTER			7.3	6.2	5.6	5.7	4.4
PRICE SEGMENTATION							
PREMIUM			5.1	5.4	6.8	8.0	6.0
HIGH			69.2	66.2	64.1	63.0	62.3
LOW			25.7	28.4	29.1	29.0	31.7
TAR & NICOTINE SEGMENTATION %							
LOW			0.5	0.3	0.3	0.9	1.1
HIGH/FULL FLAVOR			99.5	99.6	99.7	99.1	98.9
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			85.8	84.4	83.1	83.3	83.2
VIRGINIA			14.2	15.6	16.9	16.7	16.8
LENGTH SEGMENTATION %							
71 MM TO 79 MM			7.3	6.2	5.6	5.7	4.4
80 MM to 85 MM			84.4	84.3	83.9	82.8	83.2
86 MM TO 94 MM			0.2	0.2	0.2	0.3	0.3
100MM			7.8	9.0	10.0	10.9	11.8
OVER 100 MM			0.3	0.3	0.3	0.3	0.3

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(HONG KONG)	1978	1979	1980	1981	1982
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.9	0.7	0.6	0.7	0.6
20 CIGTS/PACK	99.1	99.3	99.4	99.3	99.4
PACK TYPE SEGMENTATION %					
SOFT PACK	91.9	92.3	92.3	92.2	93.3
FLIP TOP BOX	6.7	6.6	6.7	6.7	5.7
SLIDE AND SHELL	1.2	0.9	0.8	0.8	0.7
PRINCESS PACK	0.2	0.2	0.2	0.3	0.3
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
	NO CIGARETTE ADVERTISING BETWEEN 4:30 PM - 6:30 PM				
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	YES

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(HONG KONG)	1978	1979	1980	1981	1982
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (THOUSAND KILOS)	41.1	55.6	35.9	37.1	32.0
PIPE TOBACCO (THOUSAND KILOS)	9.4	43.5	42.5	37.3	55.8
ROLL YOUR OWN (THOUSAND KILOS)	67.2	40.5	9.0	229.1	101.3

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: INDIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	73,600	77,100	78,800	88,400	98,000
LOCAL MANUFACTURE:	73,600	77,100	78,800	88,400	98,000
IMPORTED:	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	634	647	659	684	698
PER CAPITA CONSUMPTION	116	119	120	129	140
POPULATION OVER 15 YR OF AGE (MILLIONS)	383	391	398	413	422
PER CAPITA OVER 15 YRS	192	197	198	214	232
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	N.A.	20.5
% OF FEMALE POPULATION	NIL	NIL	NIL	NIL	NIL
% OF MALE POPULATION	N.A.	N.A.	N.A.	N.A.	40.0
COMPANY SHARES					
1) INDIA TOBACCO CO. BAT	46.1	47.5	42.1	45.7	44.9
2) VAZIR SULTAN TOBACCO CO.	20.6	19.3	17.4	17.5	15.8
3) GOLDEN TOBACCO CO.	16.3	15.8	19.1	18.3	20.3
4) NATIONAL TOBACCO	5.8	6.8	12.4	9.0	9.4
5) GODFREY PHILLIPS	9.7	9.3	8.3	8.9	9.0
6) OTHERS	1.5	1.3	0.7	0.6	0.6

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(INDIA)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) PANAMA VIRG. PL	GTC	GTC	9.2	9.3	12.1	11.9	13.8
2) CHARMINAR PL.	VST	VST	18.1	17.1	14.3	13.3	12.6
3) SCISSORS PL.	ITC	ITC	11.6	15.7	14.0	14.8	12.0
4) CAPSTAN PL.	ITC	ITC	5.8	7.1	8.4	7.9	7.8
5) WILLS FILTER	ITC	ITC	3.6	4.0	2.8	3.2	3.3
6) NO. 10 FILTER	NTC	NTC	0.5	1.4	2.6	2.1	2.7
7) BRISTOL FILTER	ITC	ITC	3.5	4.4	3.1	2.8	2.7
8) WILLS GOLD FLAKE	ITC	ITC	0.8	0.7	0.7	1.9	2.7
9) WILLS FLAKE FT	ITC	ITC	1.4	1.6	2.1	2.9	2.4
10) CAPSTAN FT KINGS	ITC	ITC	---	0.2	0.8	2.2	2.4
11) RED & WHITE PL.	GPI	GPI	1.0	1.3	1.3	2.3	2.4
12) CHARMINAR FILTER	VST	VST	---	---	1.7	1.5	2.1
13) CAVANDERS MAGNUM	GPI	GPI	3.6	3.2	2.4	1.9	2.0
14) RED & WHITE FT.	GPI	GPI	2.4	2.2	1.9	1.8	1.8
15) GOLDEN GOLD FLAKE	GTC	GTC	2.7	2.2	2.1	2.2	1.7
16) OTHERS			35.8	29.6	29.7	27.3	27.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			23.8	24.3	24.5	27.1	31.3
FILTER MENTHOL			0.2	0.3	0.4	0.2	0.2
NON-FILTER			76.0	75.4	74.1	72.7	68.5
PAPPY ROSSI			----	----	----	----	----
PRICE SEGMENTATION							
PREMIUM (Above Rs.3 for 10's)			0.2	0.2	0.1	0.3	0.3
HIGH (Rs.2 - 3.00)			0.2	6.1	5.0	5.3	6.1
MEDIUM (Rs.1.51 - 2.00)			6.5	1.6	7.6	9.1	10.1
LOW (Rs.1.01 - 1.50)			18.7	17.8	27.5	28.7	26.4
ECONOMY (Up to Rs 1.00)			74.4	74.3	59.8	56.6	57.1
TAR & NICOTINE SEGMENTATION %							
ULTRA LOW				.....NEGLIGIBLE.....			
LOW				.....NEGLIGIBLE.....			
MEDIUM				.....NEGLIGIBLE.....			
HIGH/FULL FLAVOR			100	100	100	100	100

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(INDIA)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	---	---	---	---	----
VIRGINIA	0.2	0.2	0.2	0.3	0.3
BROWN/MIXED	99.8	99.8	99.8	99.7	99.7
LENGTH SEGMENTATION %					
70 MM AND SHORTER	76.0	75.4	74.1	72.7	68.5
71 MM TO 79 MM	19.8	20.7	21.2	21.1	23.8
80 MM to 85 MM	4.2	3.9	4.7	6.2	7.7
86 MM TO 94 MM	----	----	----	----	*
95 MM TO 99 MM	----	----	----	----	----
100MM	----	----	----	*	*
OVER 100 MM	----	----	----	----	----
(*LESS THAN 0.1%)					
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	N.A.	N.A.	N.A.	83.5	83.4
20 CIGTS/PACK	N.A.	N.A.	N.A.	16.5	16.6
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	N.A.	15.0	15.2
FLIP TOP BOX	N.A.	N.A.	N.A.	1.5	1.6
SHOULDER PACK	N.A.	N.A.	N.A.	----	----
SLIDE AND SHELL	N.A.	N.A.	N.A.	83.5	83.2
PRINCESS PACK	N.A.	N.A.	N.A.	----	----
OTHER	N.A.	N.A.	N.A.	----	----

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(INDIA)

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION	3	3	3	3	3
B) RADIO	3	3	3	3	3
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

HEALTH WARNING & T&N LISTINGS

ANSWER EITHER: YES OR NO

WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	YES	YES	YES	YES	YES
C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

CONSUMPTION OF OTHER TOBACCO PRODUCTS

CIGARS (MILLIONS)	N.A.	N.A.	N.A.	N.A.	N.A.
PIPE TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	NIL	NIL	NIL	NIL	NIL
CHEWING TOBACCO (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.
SNUFF (THOUSAND KILOS)	N.A.	N.A.	N.A.	N.A.	N.A.
BIDI (MILLIONS)	N.A.	N.A.	N.A.	N.A.	800.0 (approx)
KRETEK (MILLIONS)	NIL	NIL	NIL	NIL	NIL

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: JAPAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	305.4	308.6	307.2	311.4	313.8
OF WHICH LOCAL MANUFACTURE:	302.1	304.8	303.5	307.2	309.1
IMPORTED TOTAL	3.3	3.8	3.7	4.2	4.7
IMPORT SEGMENT SHARE	1.1%	1.2%	1.2%	1.3%	1.5%
POPULATION TOTAL (MILLIONS)	113.2	114.3	115.3	116.2	118.7
PER CAPITA CONSUMPTION	2,697	2,700	2,665	2,680	2,643
POPULATION OVER 15 YR OF AGE (MILLIONS)	86.5	87.5	88.5	89.5	90.3
PER CAPITA OVER 15 YRS	3,530	3,528	3,472	3,480	3,475
SMOKER INCIDENCE					
% OF TOTAL POPULATION	44.5	43.3	41.4	42.2	41.8
% OF FEMALE POPULATION	16.2	15.4	14.4	15.3	15.4
% OF MALE POPULATION	74.7	73.1	70.2	70.8	70.1
COMPANY SHARES					
1) JAPANESE TOBACCO MONOPOLY	99.0	98.7	98.7	98.6	98.4
2) PHILIP MORRIS (INCL. LIC. MLBRO)*	0.8	1.0	1.0	1.2	1.3
3) OTHER FOREIGN MFGRS	0.2	0.3	0.3	0.2	0.3
4) PHILIP MORRIS IMPORTS ONLY	0.7	0.9	0.9	1.1	1.2

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(JAPAN)

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) MILD SEVEN	JTS	JTS	23.8	31.8	35.3	38.5	42.6
2) SEVEN STAR	JTS	JTS	23.0	20.0	19.4	17.5	16.1
3) HILITE	JTS	JTS	17.4	14.6	12.9	11.1	9.8
4) HOPE	JTS	JTS	7.5	6.3	6.5	5.5	5.3
5) CABIN	JTS	JTS	0.3	0.6	1.1	4.2	5.2
6) ECHO	JTS	JTS	6.6	6.0	5.7	5.3	4.8
7) CHERRY	JTS	JTS	7.2	5.5	4.3	3.3	2.6
8) PEACE	JTS	JTS	3.2	3.7	2.8	2.7	2.5
9) PARTNER	JTS	JTS	---	1.9	3.2	2.9	2.5
10) WAKABA	JTS	JTS	3.1	2.7	2.6	2.4	2.2
OTHERS			7.9	6.9	6.2	6.6	6.4

MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	97.5	97.6	98.0	98.1	98.8
FILTER MENTHOL	0.0	0.0	0.0	0.1	0.6
NON-FILTER	2.5	2.4	2.0	1.8	1.6
CHARCOAL FILTER	48.9	52.2	55.5	61.3	66.3

PRICE SEGMENTATION					
PREMIUM (Y280 & over)	N.A.	1.2	1.2	1.3	1.5
HIGH (Y200-270)	N.A.	4.1	5.6	5.5	7.6
MEDIUM (Y150-180)	N.A.	76.9	76.5	77.8	77.4
LOW (BELOW 150)	N.A.	17.8	16.7	15.4	13.5

TAR & NICOTINE SEGMENTATION %					
LOW (10MG & BELOW)	0.8	2.6	3.9	4.2	4.0
MEDIUM (11MG -15MG)	27.3	39.4	42.5	48.4	52.7
HIGH/FULL FLAVOR (15MG AND OVER)	71.9	68.0	53.6	47.4	43.3

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(JAPAN)

	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN/DOMESTIC	100%	100%	100%	100%	100%
LENGTH SEGMENTATION %					
70 MM AND SHORTER	16.3	15.4	14.3	13.2	11.7
80 MM to 85 MM	82.3	83.3	83.5	86.0	87.1
100MM	1.1	1.3	1.2	0.8	1.2
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK (10'S)	N.A	N.A.	6.5	5.9	5.4
20 CIGTS/PACK (20'S)	N.A.	N.A.	93.3	94.0	94.5
OVER 30 CIGTS/PACK (50'S)	N.A.	N.A.	0.2	0.1	0.1
PACK TYPE SEGMENTATION%					
SOFT PACK	92.7	93.0	93.4	94.0	94.2
FLIP TOP BOX	7.3	7.0	6.6	6.0	5.8
PRINCESS PACK	*	*	*	*	*

*LESS THAN 0.1%/1%

CIGARETTE ADVERTISING MEDIA AVAILABILITY

1) YES**
2) BANNED
3) RESTRICTED

A) TELEVISION
B) RADIO
C) NEWSPAPERS
D) MAGAZINES
E) COUPONS
F) POINT OF SALE
G) BILLBOARDS
H) CINEMA
I) SAMPLING

** PRIOR TO APRIL 1981 IMPORTED BRANDS WERE ONLY ALLOWED TO ADVERTISE IN ENGLISH LANGUAGE PUBLICATIONS WHICH OVERALL HAD VERY LIMITED CIRCULATION.

SINCE APRIL 1981 THE JAPANESE GOVERNMENT HAS ALLOWED IMPORTED CIGARETTE MANUFACTURERS ACCESS TO ALL MEDIA (EXCEPT FOR COUPONS) SUBJECT TO CONFORMITY WITH AD-SP RULES ISSUED BY THE J.T.S.

THE AD-SP RULES IMPOSE BUDGETARY CONSTRAINTS OVER FOREIGN MANUFACTURERS ACCESS TO ADVERTISING ON T.V., RADIO. MAGAZINE NEWSPAPAER MEDIA THROUGH THE EXISTENCE OF AN ADVERTISING FORMULA RELATED TO VOLUME. A FURTHER RESTRICTION OVER TV ADVERTISING IS THE LIMITING OF ACCESS TO THE FIRST THREE OF BRAND LIFE.]

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(JAPAN)		1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS						
ANSWER EITHER: YES OR NO						
WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	YES	YES	YES	YES	YES
SPECIFIC T&N NUMBERS ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS						
CIGARS (MILLIONS)		136,409	70,724	36,682	29,550	N.A.
PIPE TOBACCO (THOUSAND KILOS)		184	163	154	152	N.A.

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(JAPAN)	1978	1979	1980	1981	1982
IMPORTED BRANDS SHARE OF IMPORT SEGMENT					
MANUFACTURERS					
PHILIP MORRIS	70.6	73.5	76.1	78.4	78.9
R.J. REYNOLDS	10.1	10.5	9.9	9.5	11.1
B.A.T.	10.8	8.9	8.0	7.2	6.7
OTHER	8.5	7.1	6.0	4.9	3.3
BRANDS					
LARK	65.1	68.4	70.2	69.2	69.7
PARLIAMENT	2.5	2.8	4.2	6.0	7.7
MORE	4.9	5.8	5.0	4.8	6.0
KENT	7.5	6.0	5.5	4.5	3.5
OTHER	20.0	17.0	15.1	15.5	13.1

2500085250

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: KOREA*

*Does not include Duty Free Imports

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	N.A.	N.A.	69.0	72.5	73.7
OF WHICH LOCAL MANUFACTURE (DOMESTIC)	N.A.	N.A.	69.0	72.5	73.7
POPULATION TOTAL (MILLIONS)	N.A.	N.A.	38.1	38.6	39.2
PER CAPITA CONSUMPTION	N.A.	N.A.	1,811	1,875	1,875
POPULATION OVER 15 YR OF AGE (MILLIONS)	N.A.	N.A.	25.3	26.0	26.6
PER CAPITA OVER 15 YRS	N.A.	N.A.	2,733	2,792	2,774
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	25.7	25.5
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	6.1	6.2
% OF MALE POPULATION	N.A.	N.A.	N.A.	44.5	44.4
COMPANY SHARES					
1) KOREAN TOBACCO MONOPOLY	100%	100%	100%	100%	100%

2500085251

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(KOREA)		1978	1979	1980	1981	1982
BRAND FAMILY SHARES %						
BRAND NAME	TRADEMARK OWNERSHIP MANUFACTURER					
1) SOL	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	6.4	18.6	40.3
2) GEOBUGSEON	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	40.4	34.4	14.3
3) GHEONG JA	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	6.8	9.5	13.2
4) HWAN HWI	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	14.6	14.6	12.3
5) EUNHASO	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	9.2	8.6	8.4
6) EUNHASA	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	3.6	4.1	4.1
7) SUN	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	9.2	2.5	2.3
8) SUJEONG	KOREAN TOBACCO MONOPOLY	N.A.	N.A.	1.0	1.0	1.1
OTHERS		N.A.	N.A.	8.8	6.7	4.0
MARKET SEGMENTATION%						
FILTER (NON-MENTHOL)		N.A.	N.A.	94.3	95.1	96.8
FILTER MENTHOL		N.A.	N.A.	1.3	1.4	1.3
NON-FILTER		N.A.	N.A.	4.4	3.5	1.9
PRICE SEGMENTATION %						
PREMIUM (600 WON)		N.A.	N.A.	----	----	0.4
HIGH (500 WON)		N.A.	N.A.	56.3	55.9	57.9
MEDIUM (300-499 WON)		N.A.	N.A.	13.9	13.7	13.6
LOW (50-299 WON)		N.A.	N.A.	29.8	30.4	28.1
TAR & NICOTINE SEGMENTATION%						
ULTRA LOW (5MG AND BELOW)		N.A.	N.A.	----	----	----
LOW ((6-10 MG)		N.A.	N.A.	----	----	----
MEDIUM (11-15MG)		N.A.	N.A.	19.5	25.6	46.9
HIGH/FULL FLAVOR (16+ MG)		N.A.	N.A.	80.5	74.4	52.0
TOBACCO TYPE SEGMENTATION %						
BLOND: PSUEDO AMERICAN		100%	100%	100%	100%	100%

2500085252

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(KOREA)

	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	N.A.	N.A.	----	----	----
71 MM TO 79 MM	N.A.	N.A.	4.4	3.5	1.5
80 MM TO 85 MM	N.A.	N.A.	94.6	95.5	97.0
86 MM TO 94 MM	N.A.	N.A.	----	----	----
95 MM TO 99 MM	N.A.	N.A.	----	----	----
100 MM	N.A.	N.A.	1.0	1.0	1.1
OVER 100 MM	N.A.	N.A.	----	----	0.4
PACK COUNT SEGMENTATION %					
11 TO 15 CIGTS/PACK	N.A.	N.A.	0.1	0.1	0.1
20 CIGTS/PACK	N.A.	N.A.	99.9	99.9	99.9
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	90.8	97.5	97.8
FLIP TOP BOX	N.A.	N.A.	9.2	2.5	2.3

CIGARETTE ADVERTISING MEDIA AVAILABILITY

*NOTATIONS: 1) YES
2) BANNED
3) RESTRICTED

A) TELEVISION
B) RADIO
C) NEWSPAPERS
D) MAGAZINES
E) COUPONS
F) POINT OF SALE
G) BILLBOARDS
H) CINEMA
I) SAMPLING

NOTE: *TV ADVERTISING IS NOT BEING USED BY KTM.
*NEWSPAPER AND OTHER MEDIA ADVERTISING ARE NO COMMON.

2500085253

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(KOREA)

	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	N.A.	N.A.	YES	YES	YES
B) CARTONS	N.A.	N.A.	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	N.A.	N.A.	NO	NO	NO
B) CARTONS	N.A.	N.A.	NO	NO	NO
C) ADVERTISING	N.A.	N.A.	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	N.A.	N.A.	NO	NO	NO
B) CARTONS	N.A.	N.A.	NO	NO	NO
C) ADVERTISING	N.A.	N.A.	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGAR(MILLIONS)	N.A.	N.A.	0.8	0.7	0.9

2500085254

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: MALAYSIA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	13.58	14.77	16.02	16.23	16.61
OF WHICH LOCAL MANUFACTURE:	99%	98%	92%	91%	91%
IMPORTED:	1	2	8	9	9
POPULATION TOTAL (MILLIONS)	12.8	13.1	13.4	13.8	14.1
PER CAPITA CONSUMPTION	1060.9	1127.4	1195.5	1176.0	1178.0
POPULATION OVER 15 YR OF AGE (MILLIONS)	7.4	7.6	7.7	8.0	8.2
PER CAPITA OVER 15 YRS	1,835	1,943	2,080	2,028	2,026
SMOKER INCIDENCE					
% OF TOTAL POPULATION	16.0	15.9	16.0	16.0	16.0
% OF FEMALE POPULATION	2.0	2.0	2.0	2.0	2.0
% OF MALE POPULATION	35.0	35.0	35.0	35.0	35.0
COMPANY SHARES					
1) MALAYSIAIN TOBACCO COMPANY (MTC)	76.7	64.2	64.3	61.9	61.0
2) ROTHMANS	20.3	32.0	28.5	27.5	26.0
3) R.J. REYNOLDS	1.0	1.8	5.5	8.0	9.0
4) PHILIP MORRIS	0.1	0.3	0.5	0.9	2.8
5) OTHERS	1.9	1.7	1.2	1.7	1.2

2500085255

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(MALAYSIA)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) BENSON & HEDGES	B.A.T.	MTC	33.7	33.7	38.4	42.2	42.2
2) DUNHILL K.S.	ROTHMANS	RPM	4.8	10.5	10.4	9.9	9.9
3) WINSTON	RJR	RJR	0.3	0.4	3.5	6.9	7.6
4) STATE EXPRESS 555	B.A.T.	MTC	23.3	13.1	9.5	6.0	5.3
5) ROTHMANS INT. 100	ROTHMANS	RPM	3.8	5.5	5.0	5.3	5.0
6) P. STUYVESANT	ROTHMANS	RPM	0.9	5.3	4.2	4.0	3.8
7) MARLBORO	P. MORRIS	PM	0.1	0.2	0.4	0.8	2.8
8) GOLD FLAKE	B.A.T.	MTC	2.7	2.8	3.3	2.7	2.5
9) LUCKY STRIKE	B.A.T.	MTC	0.6	0.8	1.4	2.2	2.4
10) WHITE HORSE (YELLOW)	ROTHMANS	RPM	1.7	1.1	0.7	0.4	1.9
11) SIGNAL FILTER	B.A.T.	MTC	0.6	0.3	0.2	0.3	1.4
12) ROUGH RIDER FILTER	B.A.T.	MTC	3.7	4.4	3.9	2.3	1.3
13) KENT 100	B.A.T.	MTC	0.1	0.1	0.3	0.4	1.0
14) WHITE HORSE (GREEN)	ROTHMANS	RPM	0.8	0.7	0.4	1.3	1.0
15) CRAVEN A FILTER	ROTHMANS	RPM	2.4	2.5	1.9	1.1	0.9
OTHERS			21.5	18.6	16.5	14.2	11.0
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			95.4	96.3	94.7	94.4	94.0
FILTER MENTHOL			1.9	1.0	1.8	1.3	2.0
NON-FILTER			2.7	2.7	3.5	4.3	4.0
PRICE SEGMENTATION							
PREMIUM (Over M$2.00)			6.3	9.0	15.0	19.7	23.0
HIGH (M$1.90-M$2.00)			66.2	65.0	65.5	59.6	58.0
MEDIUM (M$1.60-M$1.80)			6.8	5.9	3.3	8.2	5.0
LOW (M$1.20-M$1.50)			4.5	3.8	6.2	---	1.0
ECONOMY (Below $1.20)			16.2	16.3	10.0	12.5	13.0
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			1.2	2.0	8.3	12.8	17.0
VIRGINIA			98.8	98.0	91.7	87.2	83.0

2500085256

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(MALAYSIA)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
66 MM TO 72 MM	2.7	2.7	3.5	3.0	4.0
74 MM TO 80 MM	11.3	9.0	7.0	4.3	1.0
82 MM to 88 MM	80.7	81.5	82.7	85.1	87.0
90 MM AND OVER	5.3	6.8	6.8	7.6	8.0
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	31.5	20.7	13.6	6.8	5.0
11 TO 15 CIGTS/PACK	41.7	47.2	50.0	46.7	36.0
16 TO 19 CIGTS/PACK	----	----	----	----	----
20 CIGTS/PACK	26.8	32.1	36.4	46.5	59.0
PACK TYPE SEGMENTATION %					
SOFT PACK	N.A.	N.A.	N.A.	16.0	21.6
FLIP TOP BOX	N.A.	N.A.	N.A.	82.8	77.6
SHOULDER PACK	N.A.	N.A.	N.A.	----	----
SLIDE AND SHELL	N.A.	N.A.	N.A.	1.1	0.7
PRINCESS PACK	N.A.	N.A.	N.A.	----	----
OTHER (TIN)	N.A.	N.A.	N.A.	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	3	3	2	2
B) RADIO	1	3	3	2	2
C) NEWSPAPERS	1	1	3	3	3
D) MAGAZINES	-	1	3	3	3
E) COUPONS	-	-	-	-	-
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	3	3
H) CINEMA	1	3	3	3	3
I) SAMPLING	1	1	1	1	1

2500085257

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(MALAYSIA)
HEALTH WARNING & T&N LISTINGS
ANSWER EITHER: YES OR NO

WARNING ON:	A) PACKS	YES	YES	YES	YES	YES
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	YES	YES	YES
SPECIFIC T&N NUMBERS ON:		NO	NO	NO	NO	NO
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING					
TAR BAND PRINTED ON:						
	A) PACKS	NO	NO	NO	NO	NO
	B) CARTONS	NO	NO	NO	NO	NO
	C) ADVERTISING	NO	NO	NO	NO	NO

2500085258

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PAKISTAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	31072	32211	34679	35760	35524
OF WHICH LOCAL MANUFACTURE:	31072	32211	34679	35760	35524
POPULATION TOTAL (MILLIONS)	76.60	78.9	81.30	83.8	86.2
PER CAPITA CONSUMPTION	405	409	426	427	412
POPULATION OVER 15 YR OF AGE (MILLIONS)	43.20	44.50	45.85	47.26	48.7
PER CAPITA OVER 15 YRS	719	724	756	757	729
COMPANY SHARES					
1) PAKISTAN TOBACCO CO. (B.A.T.)	36.1	37.5	38.5	33.7	35.3
2) PREMIER TOBACCO INDUSTRIES,LTD.	29.0	27.6	27.0	26.0	23.8
3) LAKSON TOBACCO CO.	10.7	12.1	12.4	16.3	17.3
4) KHYBER TOBACCO CO.	9.0	9.4	9.5	9.6	10.1
5) SOUVENIR TOBACCO CO.	4.1	4.1	4.1	5.7	6.4
6) MOGHUL TOBACCO CO.	3.7	3.1	3.4	3.7	3.5
7) TOBACCO INTERNATIONAL	3.1	2.7	3.0	3.1	2.6
8) OTHERS	4.3	3.5	2.1	1.9	1.0

2500085259

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(PAKISTAN)			1978	1979	1980	1981	1982
BRAND SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) K-2(P)10s	PTI	PTI	24.0	22.1	20.3	17.8	13.8
2) EMBASSY(P)10s	BAT	PTC	15.4	15.4	10.9	10.0	9.2
3) MARK-7	LTC	LTC	4.5	6.1	6.5	9.0	9.1
4) EMBASSY FT.	BAT	PTC				4.1	7.4
5) MEDAL SP 20s	KTC	KTC	4.3	3.7	4.6	4.4	4.8
6) GOLD LEAF HL	BAT	PTC	2.2	2.6	3.3	3.9	4.4
7) MORVEN GOLD	LTC	LTC	2.4	2.8	3.0	3.4	4.4
8) K-2 KSF SP 20	PTI	PTI	1.2	1.4	1.8	2.9	4.2
9) WILLS FT SS20s	BAT	PTC	3.3	4.1	5.4	4.2	4.1
10) CAPSTAN FT	BAT	PTC	5.1	5.1	4.7	3.7	3.5
11) PRINCETON	LTC	LTC	0.4	0.8	1.1	2.6	3.1
12) WINNER SP 20s	PTI	PTI		0.2	1.5	2.6	3.1
13) SPORTS SP 20s	KTC	KTC	0.9	0.8	2.8	3.0	3.0
14) HYLITE SP 20s	TIL	TIL	2.4	2.4	2.9	3.1	2.5
15) MELBURN HL 20s	STC	STC				1.0	2.5
16) OTHERS			33.9	32.5	31.2	24.3	20.4
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			22.1	27.2	31.2	36.0	43.0
NON-FILTER			77.9	72.8	68.8	64.0	57.0
PRICE SEGMENTATION							
PREMIUM			2.2	2.7	3.4	4.0	4.5
HIGH			5.5	5.5	5.0	3.9	3.9
MEDIUM			13.2	15.1	17.9	20.6	24.3
LOW			3.6	3.1	3.2	2.3	2.6
ECONOMY			44.8	46.5	43.0	38.9	35.3
OTHER			30.7	27.1	27.5	30.3	29.4
TOBACCO TYPE SEGMENTATION %							
BLOND: VIRGINIA			100	100	100	100	100

2500085260

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(PAKISTAN)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
70 MM AND SHORTER	79.4	77.2	73.6	71.7.	66.5
71 MM TO 79 MM	13.3	14.7	16.2	13.6	14.1
80 MM to 85 MM	6.9	7.3	9.1	12.1	16.2
95 MM TO 99 MM	0.4	0.8	1.1	2.6	3.2
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	60.5	60.6	57.1	48.9	46.0
20 CIGTS/PACK	39.5	39.4	42.9	51.1	54.0
PACK TYPE SEGMENTATION %					
SOFT PACK	32.3	32.5	35.3	41.8	40.7
FLIP TOP BOX	7.2	6.9	7.6	9.4	13.2
SLIDE AND SHELL	60.5	60.6	57.1	48.9	46.0
PRINCESS PACK	---	---	---	---	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	3	3	3	3	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

2500085261

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(PAKISTAN)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085262

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PHILIPPINES

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	52,800	54,560	58,851	58,287	60,189
POPULATION TOTAL (MILLIONS)	45.9	47.1	48.3	49.5	51.9
PER CAPITA CONSUMPTION	1,150	1,158	1,218	1,177	1,159
POPULATION OVER 15 YR OF AGE (MILLIONS)	26.7	27.8	28.9	29.9	31.3
PER CAPITA OVER 15 YRS	1,977	1,962	2,036	1,949	1,922
SMOKER INCIDENCE					
% OF TOTAL POPULATION	20.3	20.4	21.6	21.5	21.7
% OF FEMALE POPULATION	6.1	6.1	6.5	6.4	6.5
% OF MALE POPULATION	34.5	34.6	36.7	36.6	36.9
COMPANY SHARES					
1) FORTUNE TOBACCO	50.4	51.5	61.0	63.8	66.4
2) LA SUERTE/PMI	18.9	19.5	18.7	19.6	18.4
3) COLUMBIA	7.6	11.7	6.8	4.8	4.3
4) OTHERS	23.1	17.3	13.5	11.8	10.9
BRAND FAMILY SHARES %					
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER					
1) HOPE / LOCAL / FORTUNE	18.9	23.5	27.4	25.8	20.2
2) CHAMPION / LOCAL / FORTUNE	15.6	14.4	14.3	17.1	19.8
3) MARLBORO / PMI / LA SUERTE	14.3	14.7	13.9	14.2	12.7
4) BOSS / LOCAL / FORTUNE	7.4	8.6	8.7	9.2	7.7
5) PM / PMI / LA SUERTE	4.5	4.6	4.8	5.3	5.7
6) MARK / LOCAL / FORTUNE				0.5	3.3
7) PEAK / LOCAL / FORTUNE	3.3	3.6	3.2	3.8	4.3
8) WINSTON / RJR / FORTUNE	NIL	0.5	1.0	1.1	1.9
9) MORE / LOCAL / FORTUNE	NIL	1.0	1.4	2.5	3.3
10) CAMEL / RJR / FORTUNE	NIL	NIL	0.6	0.6	1.8
11) BOWLING GREEN / LOCAL / COLUMBIA	4.8	5.8	4.1	1.9	1.8

2500085263

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(PHILIPPINES)	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	17.8	17.0	17.1	17.3	19.9
FILTER MENTHOL	65.6	67.3	69.9	70.8	70.3
NON-FILTER	0.5	0.4	0.3	0.3	0.2
NATIVE	16.1	15.3	12.7	11.6	9.6
PRICE SEGMENTATION					
PREMIUM	3.1	4.1	4.3	4.5	5.2
HIGH	36.5	43.7	47.5	44.0	36.4
MEDIUM	40.3	34.3	30.4	30.8	37.6
LOW	20.1	17.9	17.8	20.7	20.8
TAR & NICOTINE SEGMENTATION %					
HIGH/FULL FLAVOR	100	100	100	100	100
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	83.9	84.7	87.3	88.4	90.4
OTHER	16.1	15.3	12.7	11.6	9.6
LENGTH SEGMENTATION %					
70 MM AND SHORTER	7.5	5.6	4.6	3.7	1.7
80 MM TO 85 MM	26.3	27.2	28.9	31.6	35.7
100MM TO 120MM	50.1	51.9	53.8	53.1	53.0
NATIVE	16.1	15.3	12.7	11.6	9.6
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	83.9	84.7	87.3	88.4	90.4
NATIVE 10/20/30's SPLIT N/A	16.1	15.3	12.7	11.6	9.6

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(PHILIPPINES)	1978	1979	1980	1981	1982
PACK TYPE SEGMENTATION %					
SOFT PACK	94.1	95.0	95.7	96.7	98.5
FLIP TOP BOX	5.9	5.0	4.3	3.3	1.5
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	YES	YES	YES	YES	YES
B) RADIO	YES	YES	YES	YES	YES
C) NEWSPAPERS	YES	YES	YES	YES	YES
D) MAGAZINES	YES	YES	YES	YES	YES
E) COUPONS	YES	YES	YES	YES	YES
F) POINT OF SALE	YES	YES	YES	YES	YES
G) BILLBOARDS	YES	YES	YES	YES	YES
H) CINEMA	YES	YES	YES	YES	YES
I) SAMPLING	YES	YES	YES	YES	YES
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	14.7	11.6	11.1	7.6	
PIPE TOBACCO (THOUSAND KILOS) PLUS					
ROLL YOUR OWN (THOUSAND KILOS) PLUS	1081.0	939.6	874.2	972.7	
CHEWING TOBACCO (THOUSAND KILOS)					

2500085265

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SINGAPORE

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	3.4	3.5	3.6	3.9	4.1
PER CAPITA CONSUMPTION	1,471	1,502	1,525	1,598	1,659
FILTER SHARE	85.6%	86.5%	86.8%	88.5%	89.2%
COMPANY SHARES					
1) ROTHMANS OF PALL MALL	49.0	46.9	44.1	44.1	43.8
2) SINGAPORE TOBACCO CO. (B.A.T.)	33.8	32.8	31.1	27.7	25.1
3) THONG HUAT (RJR)	9.6	9.2	10.3	10.5	11.2
4) PHILIP MORRIS	7.2	10.9	14.3	17.4	19.4
5) OTHERS	0.4	0.2	0.2	0.3	0.5
BRAND FAMILY SHARES %					
BRAND NAME / TRADEMARK OWNERSHIP / MANUFACTURER					
1) DUNHILL ROTH	31.2	30.4	29.0	28.4	28.5
2) MARLBORO P. MORRIS	4.6	8.8	12.8	16.3	18.4
3) CONSULATE ROTH	8.3	6.9	7.0	7.8	8.2
4) BENSON & HEDGES STC	6.6	8.3	9.1	8.2	7.5
5) CAMEL RJR	6.5	6.3	6.7	6.2	6.3
6) STATE EXPRESS 555 STC	10.3	9.8	8.3	6.7	5.6
7) KENT STC	---	---	2.3	3.3	3.8
8) P. STUYVESANT ROTH	4.6	4.9	4.2	4.1	3.7
9) WINSTON ROTH	2.1	1.6	1.9	2.9	3.2
10) ROTHMANS ROTH	4.4	3.6	3.2	3.1	3.1
11) LUCKY STRIKE STC	3.5	3.2	3.4	3.2	2.7
12) PLAYER'S G/L STC	4.1	3.5	3.4	2.6	2.0
13) SALEM RJR	---	---	1.5	1.3	1.7
14) GARRICK STC	2.1	1.7	1.3	1.0	0.9
15) ABDULLA STC	2.6	2.0	1.4	1.1	0.8
OTHERS	9.1	9.0	4.5	3.8	3.6

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(SINGAPORE)	1978	1979	1980	1981	1982
MARKET SEGMENTATION%					
FILTER (NON-MENTHOL)	76.9	77.7	77.7	79.1	79.0
FILTER MENTHOL	8.7	8.8	9.1	9.4	10.1
NON-FILTER	14.4	13.5	13.2	11.5	10.9
PAPYROSSI	---	---	---	---	---
PRICE SEGMENTATION					
PREMIUM (2.00 +)	3.6	25.6	17.3	34.6	37.7
HIGH (1.98 - 1.80)	69.5	42.8	55.2	39.8	38.7
MEDIUM (1.79 - 1.60)	21.3	27.2	25.9	24.6	22.9
LOW (Below 1.50)	5.6	4.4	1.6	1.0	0.7
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	19.1	23.7	29.7	34.2	37.3
LENGTH SEGMENTATION %					
70 MM AND SHORTER	14.3	13.4	12.9	11.4	10.6
71 MM TO 79 MM	---	---	---	---	---
80 MM TO 85 MM	80.4	81.0	82.7	84.9	85.9
86 MM TO 94 MM	---	---	---	---	---
95 MM TO 99 MM	2.4	1.8	1.2	0.8	0.8
100 MM	2.8	3.6	3.0	2.8	2.6
OVER 100 MM	0.1	0.2	0.2	0.1	0.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	24.9	23.0	21.0	16.6	16.4
11 TO 15 CIGTS/PACK	44.1	44.0	41.6	39.0	33.4
16 TO 19 CIGTS/PACK	---	---	---	---	---
20 CIGTS/PACK	30.7	32.7	37.1	43.9	49.9
21 TO 24 CIGTS/PACK	---	---	---	---	---
25 CIGTS/PACK	---	---	---	---	0.1
30 CIGTS/PACK	---	0.1	0.1	0.3	---
OVER 30 CIGTS/PACK	0.3	0.2	0.2	0.2	0.2
	80.9	76.3	70.3	65.8	62.7

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(SINGAPORE)

	1978	1979	1980	1981	1982
PACK TYPE SEGMENTATION %					
SOFT PACK	11.3	14.2	21.1	28.0	32.8
FLIP TOP BOX	74.1	71.5	67.0	63.7	59.5
SHOULDER PACK	---	---	---	---	---
SLIDE AND SHELL	13.4	12.3	10.7	7.4	6.9
PRINCESS PACK	0.9	1.6	0.9	0.7	0.6
OTHER (TIN)	0.3	0.4	0.3	0.2	0.2
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	2	2	2	2	2
D) MAGAZINES	2	2	2	2	2
E) POINT OF SALE	3	3	3	3	3
F) BILLBOARDS	2	2	2	2	2
G) CINEMA	2	2	2	2	2
H) SAMPLING	2	2	2	2	2

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(SINGAPORE)

	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	YES	YES	YES	YES	YES
B) CARTONS	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: TAIWAN

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	---	---	---	---	30.00
OF WHICH LOCAL MANUFACTURE:	---	---	---	---	29.73
IMPORTED FROM 1) U.K.	---	---	---	---	0.14
2) U.S.A.	---	---	---	---	0.11
3) JAPAN	---	---	---	---	0.02
POPULATION TOTAL (MILLIONS)	---	---	---	---	18.00
PER CAPITA CONSUMPTION	---	---	---	---	1,666
POPULATION OVER 15 YR OF AGE (MILLIONS)	---	---	---	---	12.00
PER CAPITA OVER 15 YRS	---	---	---	---	2,500
SMOKER INCIDENCE					
% OF TOTAL POPULATION	---	---	---	---	20.0%
% OF FEMALE POPULATION	---	---	---	---	2.1%
% OF MALE POPULATION	---	---	---	---	36.4%
COMPANY SHARES					
1) LOCAL	---	---	---	---	99.10
2) BAT	---	---	---	---	0.29
3) ROTHMANS	---	---	---	---	0.21
4) BROWN & WILLIAMSON	---	---	---	---	0.18
5) PHILIP MORRIS	---	---	---	---	0.18
6) OTHERS	---	---	---	---	0.04

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(TAIWAN)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
	TRADEMARK						
BRAND NAME	OWNERSHIP	MANUFACTURER					
1) LONGLIFE	MONOPOLY	MONOPOLY	---	---	---	---	75.0
2) STATE EXPRESS 555	BAT	BAT	---	---	---	---	0.3
3) DUNHILL	ROTHMANS	ROTHMANS	---	---	---	---	0.2
4) KENT	B&W	B&W	---	---	---	---	0.2
5) WINSTON	RJR	RJR	---	---	---	---	0.7
6) MARLBORO	PM	PM	---	---	---	---	0.7
OTHER			---	---	---	---	22.9
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			---	---	---	---	95.0
NON-FILTER			---	---	---	---	5.0
TOBACCO TYPE SEGMENTATION %							
BLOND: AMERICAN			---	---	---	---	1.0
VIRGINIA			---	---	---	---	99.0
CIGARETTE ADVERTISING MEDIA AVAILABILITY							
*NOTATIONS: 1) YES							
2) BANNED							
3) RESTRICTED							
A) TELEVISION			2	2	2	2	2
B) RADIO			2	2	2	2	2
C) NEWSPAPERS			2	2	2	2	2
D) MAGAZINES			2	2	2	2	2
E) COUPONS			2	2	2	2	2
F) POINT OF SALE			2	2	2	2	2
G) BILLBOARDS			2	2	2	2	2
H) CINEMA			2	2	2	2	2
I) SAMPLING			2	2	2	2	2

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(TAIWAN)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: THAILAND

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	23.5	26.3	29.8	32.8	27.8
OF WHICH LOCAL MANUFACTURE:	100%	100%	100%	100%	100%
IMPORTED:	NIL	NIL	NIL	NIL	NIL
POPULATION TOTAL (MILLIONS)	44	45	46.3	48.6	49.8
PER CAPITA CONSUMPTION	534	584	644	675	558
POPULATION OVER 15 YR OF AGE (MILLIONS)	25.5	25.7	26.4	27.7	28.4
PER CAPITA OVER 15 YRS	922	1,023	1,129	1,184	979
SMOKER INCIDENCE					
% OF TOTAL POPULATION	19.0	20.0	21.5	21.7	20.2
% OF FEMALE POPULATION	4.0	4.1	4.2	4.1	4.0
% OF MALE POPULATION	35.0	35.2	35.4	36.0	35.0
COMPANY SHARES					
1) THAILAND TOBACCO MONOPOLY	100%	100%	100%	100%	100%

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER				
1) KHRONG THIP	THAILAND	TOBACCO MONOPOLY	12.4	19.2	24.1	27.0	30.5
2) SAMIT	THAILAND	TOBACCO MONOPOLY	30.5	29.1	29.9	26.5	22.3
3) GOLD CITY	THAILAND	TOBACCO MONOPOLY	36.0	33.0	27.2	22.3	21.7
4) RUANG THIP	THAILNAD	TOBACCO MONOPOLY	6.7	6.3	6.2	10.8	11.3
5) KLED THONG	THAILAND	TOBACCO MONOPOLY	6.3	5.1	5.1	6.1	6.0
6) TIM II FILTER	THAILAND	TOBACCO MONOPOLY	1.9	1.9	2.4	2.6	2.8
7) FALLING RAIN FILTER M	THAILAND	TOBACCO MONOPOLY	3.0	2.7	2.7	2.5	2.7
8) THE MOON	THAILAND	TOBACCO MONOPOLY	3.1	2.7	2.3	2.3	2.7

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(THAILAND)

	1978	1979	1980	1981	1982
MARKET SEGMENTATION %					
FILTER (NON-MENTHOL)	53.3	61.9	67.4	66.9	68.7
FILTER MENTHOL	3.0	2.7	2.7	2.5	2.7
PLAIN	43.7	35.4	29.9	30.6	28.6
PRICE SEGMENTATION					
PREMIUM					
HIGH (Over 10)	83.6	81.3	81.2	80.7	79.8
MEDIUM (6-10)	9.4	11.6	12.5	13.8	14.2
LOW (4-6)	8.0	7.1	6.3	5.5	6.0
TAR & NICOTINE SEGMENTATION %					
HIGH/FULL FLAVOR	100%	100%	100%	100%	100%
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	51.4	54.9	54.0	55.7	57.2
VIRGINIA	42.0	38.8	39.7	37.5	36.7
OTHERS	6.6	6.3	6.3	6.8	6.1

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(THAILAND)	1978	1979	1980	1981	1982
LENGTH SEGMENTATION %					
80 MM to 85 MM	100%	100%	100%	100%	100%
PACK COUNT SEGMENTATION %					
20 CIGTS/PACK	100%	100%	100%	100%	100%
PACK TYPE SEGMENTATION %					
SOFT PACK	100%	100%	100%	100%	100%
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	2	2	2	2	2
B) RADIO	2	2	2	2	2
C) NEWSPAPERS	3	3	3	3	3
D) MAGAZINES	3	3	3	3	3
E) COUPONS	3	3	3	3	3
F) POINT OF SALE	3	3	3	3	3
G) BILLBOARDS	3	3	3	3	3
H) CINEMA	3	3	3	3	3
I) SAMPLING	2	2	2	2	2
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
PIPE TOBACCO (THOUSAND KILOS)	2.08	2.06	2.08	2.02	2.04

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

IBERIA

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

V. IBERIA

CANARY ISLANDS

PORTUGAL

SPAIN

2500085277

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: CANARY ISLANDS

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	3,863	4,072	4,571	3,896	3,839
OF WHICH LOCAL MANUFACTURE:	2,220	2,182	2,344	2,234	2,993
IMPORTED FROM 1) U.S.A.	1,086	1,287	1,621	1,150	370
2) ENGLAND	368	417	389	333	311
3) GERMANY	147	146	147	134	128
4) OTHERS	42	40	70	45	37
POPULATION TOTAL (MILLIONS)	1.394	1.414	1.429	1.444	1.458
PER CAPITA CONSUMPTION	2,741	2,880	3,196	2,696	2,597
POPULATION OVER 15 YR OF AGE (MILLIONS)	0.931	0.942	0.955	0.969	0.983
PER CAPITA OVER 15 YRS	4,149	4,323	4,786	4,020	3,905
NUMBER OF TOURISTS (MILLIONS)	2.9	2.8	2.5	2.8	2.9
SMOKER INCIDENCE					
% OF TOTAL POPULATION	37.2	37.1	37.2	37.1	37.1
% OF FEMALE POPULATION	20.2	21.0	21.4	23.5	23.9
% OF MALE POPULATION	55.0	54.1	53.4	52.1	51.7
COMPANY SHARES					
1) C.I.T.A.	37.8	36.7	34.6	37.2	32.8
2) R.J. REYNOLDS	21.7	24.6	29.5	23.7	23.1
3) PHILIP MORRIS (2)	5.0	5.4	5.0	7.0	9.5
4) TABACANARIA			11.9	12.1	14.3
5) B.A.T.	5.6	6.2	6.5	6.7	7.0
6) E. FUENTES	11.2	10.0			
7) T.E.I.	6.0	6.5	4.6	5.0	4.4
8) REGENTA	3.9	3.6	3.3	3.6	3.9
9) OTHERS	8.8	7.1	4.5	4.7	5.1

(1) Including local & tourist consumption
(2) Philip Morris & Liggett & Myers from 1979

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(CANARY ISLANDS)

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1978	1979	1980	1981	1982
1) CORONAS	C.I.T.A	C.I.T.A.	33.2	31.8	28.0	32.9	28.5
2) WINSTON	R.J.R.	R.J.R.	20.4	23.5	29.0	21.4	20.8
3) MARLBORO	P. MORRIS	P. MORRIS	2.4	2.5	4.0	3.1	4.4
4) KRUGER	TABACANARIA	E. FUENTES	5.5	6.2	6.7	8.9	11.7
5) ROTHMANS	T.E.I.	ROTHMANS	2.8	4.3	3.3	3.2	2.7
6) SWING	P. MORRIS	P. MORRIS	0.1	0.1	0.1	1.9	3.1
7) MECANICOS	J. DOS SANTOS	REGENTA	3.8	3.7	3.3	3.6	3.9
8) CONDAL	TABACANARIA	E. FUENTES	4.3	3.5	4.3	3.1	2.0
9) RECORD	C.I.T.A.	C.I.T.A.	3.5	3.2	4.0	3.1	3.2
10) BENSON	B.A.T.	B & H	2.3	2.6	2.3	2.5	2.6
11) CAMEL	R.J.R.	R.J.R.	0.8	0.4	0.7	1.7	1.7
12) LARK	P. MORRIS	P. MORRIS	1.6	2.0	0.8	1.2	1.3
13) PROGRESO	PROGRESO	CORREA	1.5	0.9	1.1	0.8	1.2
14) XXX	C.I.T.A.	C.I.T.A.	2.0	1.8	1.4	1.2	1.2
15) DUNHILL	T.E.I.	DUNHILL	1.7	1.1	0.7	0.8	0.7
16) OTHERS BLACK & BLOND			14.1	12.4	10.3	10.6	10.9

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	92.7	92.7	92.8	92.9	92.8
FILTER MENTHOL	0.6	0.7	0.7	0.7	0.8
NON-FILTER	6.7	6.6	6.5	6.4	6.4

PRICE SEGMENTATION % (ACTUAL PRICES)*

PREMIUM (1) 0.63 - 0.70$ (per 20's Pack in US$)	42.4	46.1	48.1	42.7	3.7
HIGH (2) 0.50 - 0.58$ " "					36.2
MEDIUM-HIGH 0.35 0 0.39$ " "				0.3	0.9
MEDIUM 0.27 $ " "	0.6	0.4	0.5	2.6	3.8
MEDIUM LOW 0.25 - 0.28$ " "	51.2	48.6	46.2	49.1	50.0
LOW 0.14 - 0.18$ " "	5.8	4.9	5.2	5.3	5.4

*CHANGE: US $ = 128 Pts.

(1) 1978 - 1981 ALL IMPORTED BLOND BRANDS
FROM 1982 ONWARDS, BLOND IMPORTED OVER 85m/m

(2) FROM 1982 onwards, blond imported brands upto 85 m/m AND INTERNATIONAL BRANDS LOCALLY MANUFACTURED

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(CANARY ISLANDS)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW	2.6	2.8	3.1	3.4	6.4
HIGH/FULL FLAVOR	97.4	97.2	96.9	96.6	93.6
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	29.6	31.5	36.6	34.2	37.9
VIRGINIA	13.0	14.7	11.8	11.1	9.6
BLACK	57.4	53.8	51.6	54.7	52.5
LENGTH SEGMENTATION %					
70 MM AND SHORTER	6.9	6.8	6.9	6.8	6.9
80 mm to 85 MM	88.2	88.8	88.9	89.1	89.4
95 MM TO 99 MM	1.9	1.8	1.7	1.5	1.5
100 MM	2.4	2.2	2.1	2.3	1.7
OVER 100 MM	0.6	0.4	0.4	0.3	0.5
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	0.3	0.3	0.2	0.4	0.1
11 to 15 CIGTS/PACK	3.6	3.5	3.4	3.7	4.0
16 TO 19 CIGTS/PACK	1.4	1.3	1.1	0.8	1.2
20 CIGTS/PACK	94.6	94.8	95.2	95.0	94.7
25 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
OVER 30 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	63.4	63.8	62.0	62.4	61.9
FLIP TOP BOX	34.3	34.2	35.6	36.0	36.5
SLIDE AND SHELL	0.4	0.2	0.7	0.1	0.1
PRINCESS PACK	1.9	1.8	1.7	1.5	1.5
OTHER (TIN)	0.1	0.1	0.1	0.1	0.1

2500085280

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(CANARY ISLANDS)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	3
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO

2500085281

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: PORTUGAL

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)	12,577	12,360	12,363	12,941	13,500
OF WHICH LOCAL MANUFACTURE:	12,537	12,310	12,338	12,920	13,195
IMPORTED FROM 1) AZORES AND MADEIRA ISLANDS	N.A.	18	15	6	125.3
2) FRANCE	N.A.	6	10	10	13.0
3) AUSTRIA	N.A.	---	---	5	2.0
4) SPAIN	N.A.	---	---	---	(*)91.2
5) OTHERS	40(1)	26(1)	N.A.	N.A.	N.A.
POPULATION TOTAL (MILLIONS) ONLY CONTINENT	9.2	9.3	9.5	9.5	9.6
PER CAPITA CONSUMPTION	1,367	1,329	1,302	1,363	1,406
POPULATION OVER 15 YR OF AGE (MILLIONS)	6.7	6.8	6.8	6.9	6.9
PER CAPITA OVER 15 YRS	1,877	1,818	1,819	1,876	1,956
SMOKER INCIDENCE					
% OF TOTAL POPULATION	N.A.	N.A.	N.A.	25.4	N.A.
% OF FEMALE POPULATION	N.A.	N.A.	N.A.	6.1	N.A.
% OF MALE POPULATION	N.A.	N.A.	N.A.	44.7	N.A.
COMPANY SHARES					
1) TABAQUEIRA	99.7	99.6	99.8	99.8	98.3
2) AZORES & MADEIRA ISLANDS	N.A.	0.2	0.1	0.1	0.9
3) SEITA	N.A.	0.1	0.1	0.1	0.1
4) AUSTRIATABAKWERKE	N.A.	---	---	0.1	0.1
5) T.S.A.	N.A.	---	---	---	0.7
6) OTHERS	0.3	0.2	N.A.	N.A.	N.A.

(1) Fuente INE Portugues

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(PORTUGAL) BRAND FAMILY SHARES %			1978	1979	1980	1981	1982
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) SG	TABAQUEIRA	TABAQUEIRA	58.1	63.0	66.8	63.9	64.6
2) PORTUGUES SUAVE	TABAQUEIRA	TABAQUEIRA	10.2	8.0	8.5	14.0	14.8
3) RITZ	TABAQUEIRA	TABAQUEIRA	8.3	7.0	5.8	5.6	4.8
4) KENTUCKY	TABAQUEIRA	TABAQUEIRA	3.7	5.0	5.3	5.1	4.5
5) PROVISORIOS	TABAQUEIRA	TABAQUEIRA	3.4	2.9	2.7	1.9	1.9
6) PORTO	TABAQUEIRA	TABAQUEIRA	3.4	2.8	2.2	2.3	1.9
7) DEFINITIVOS	TABAQUEIRA	TABAQUEIRA	2.5	2.3	2.2	2.2	1.9
8) 20-20-20	TABAQUEIRA	TABAQUEIRA	1.8	1.6	1.1	0.8	0.8
9) KART	TABAQUEIRA	TABAQUEIRA	2.0	1.6	0.9	0.1	---
10) PARIS	TABAQUEIRA	TABAQUEIRA	1.6	1.3	0.9	0.6	0.8
11) MARLBORO	P. MORRIS	TABAQUEIRA	---	---	0.3	0.7	0.8
12) CAMEL	REYNOLDS	TABAQUEIRA	---	---	0.2	0.2	0.3
13) WINSTON	REYNOLDS	TABAQUEIRA	---	---	0.1	0.2	0.2
14) CHAMPAGNE	MONOPOLY HOLDING	TABAQUEIRA	---	---	---	0.1	0.1
15) GAULOISES	SEITA	TABAQUEIRA	N.A.	0.1	0.1	0.1	0.1
16) OTHERS			5.0	4.5	3.0	2.3	2.6
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			76.6	78.8	81.2	83.6	84.1
FILTER MENTHOL			0.1	0.1	0.1	0.3	0.1
NON-FILTER			23.3	21.1	18.7	16.1	15.8
PRICE SEGMENTATION %							
PREMIUM			N.A.	0.1	0.6	1.2	2.0
HIGH			N.A.	0.1	0.1	0.4	1.1
MEDIUM			90.3	89.7	89.1	89.2	88.6
LOW			6.0	5.3	5.0	4.1	3.9
ECONOMY			3.7	5.0	5.3	5.1	4.4
TAR & NICOTINE SEGMENTATION %							
MEDIUM			---	---	2.0	8.6	9.8
HIGH/FULL FLAVOR			100	100	98.0	91.4	90.2

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(PORTUGAL)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION					
BLOND: AMERICAN	59.4	64.0	68.1	65.9	66.4
LOCAL	10.5	11.1	10.7	9.6	9.1
BLACK	0.3	0.5	0.3	0.3	0.1
OTHERS (EUROPEAN)	29.8	24.4	20.9	24.2	24.5
LENGTH SEGMENTATION %					
70 MM AND SHORTER	74.0	73.6	72.1	61.4	57.0
71 MM TO 79 MM	----	----	----	----	----
80 MM to 85 MM	26.0	26.4	27.9	38.6	43.0
86 MM TO 94 MM	----	0.1	0.1	0.1	0.1
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	3.7	5.0	5.3	5.1	4.5
20 CIGTS/PACK	90.3	89.8	89.8	90.8	91.8
21 TO 24 CIGTS/PACK	6.0	5.2	4.9	4.1	3.7
PACK TYPE SEGMENTATION %					
SOFT PACK	100	100	98.2	96.8	96.0
FLIP TOP BOX	----	----	1.7	3.1	3.9
SHOULDER PACK	----	0.1	0.1	0.1	0.1
PRINCESS PACK	----	----	0.1	0.1	0.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	2	2
B) RADIO	1	1	1	2	2
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	1	1	1	1	1
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1
	1	1	1	1	1

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(PORTUGAL)

HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BAND PRINTED ON:	NO	NO	NO	NO	NO
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING					
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	11.0(1)	9.0(1)	10.9(1)	8.3(1)	N.A.
PIPE TOBACCO (THOUSAND KILOS)	16.8(2)	23.4(2)	13.7(2)	14.5(2)	N.A.
ROLL YOUR OWN (THOUSAND KILOS)	173.7(3)	185.6(3)	155.4(3)	132.2(3)	N.A.

(1) Imports. There is no local fabrication. Data INE Portugal.
(2) Local fabrication and imports. Data Tabaqueira and INE Portugal.
(3) Local fabrication. Data Tabaqueira

2500085285

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: SPAIN (MONOPOLY'S AREA)

		1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (MILLIONS)		63,490.0	70,397.0	70,367.0	64,230.0	68,705.6
OF WHICH LOCAL MANUFACTURE:		60,492.0	66,963.7	67,570.6	63,471.0	67,957.6
IMPORTED FROM 1) U.S.A.		2,725.6	3,097.4	2,507.8	495.1	517.1
2) U.K.		234.1	267.5	219.5	200.1	171.8
3) GERMANY		22.2	43.9	42.9	33.6	35.2
4) OTHERS		16.1	24.5	26.2	30.2	23.9
POPULATION TOTAL (MILLIONS)		35.4	35.6	35.8	36.1	36.3
PER CAPITA CONSUMPTION		1795	1977	1963	1780	1891
POPULATION OVER 15 YR OF AGE (MILLIONS)		25.6	25.9	26.2	26.4	26.7
PER CAPITA OVER 15 YRS		2481	2719	2689	2429	2572
SMOKER INCIDENCE						
% OF TOTAL POPULATION		38.2	38.2	38.2	38.8	39.6
% OF FEMALE POPULATION		19.3	19.3	19.3	21.2	25.6
% OF MALE POPULATION		58.2	58.2	58.2	57.7	54.7
COMPANY SHARES						
1) TABACALERA, S.A.	(T.S.A.)	63.7	63.2	68.8	71.8	72.4
2) PHILIP MORRIS	(P.M.)	7.4	7.8	9.3	8.8	9.1
3) R.J. REYNOLDS	(R.J.R.)	3.7	4.6	4.6	4.6	6.8
4) C.I.T.A.	(C.I.T.A.)	11.4	11.5	10.0	7.1	5.1
5) TABACANARIA	(T.B.C.)	----	----	10.0	6.6	4.9
6) B.A.T.	(B.A.T.)	0.3	0.4	0.4	0.3	0.8
7) OTHERS		13.5	12.5	3.1	0.8	0.9

Am. 7.8 9.3
Fortuna 13.2 17.3
26.6

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(SPAIN)

BRAND FAMILY SHARES %

BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER	1978	1979	1980	1981	1982
1) DUCADOS	T.S.A	T.S.A.	34.1	36.8	39.3	39.7	36.4
2) FORTUNA	T.S.A.	T.S.A./P.M.	10.1	13.2	17.3	22.0	23.6
3) CELTAS	T.S.A.	T.S.A	14.4	11.5	10.1	10.2	8.7
4) WINSTON	R.J.R.	T.S.A./R.J.R.	2.6	3.0	3.7	4.0	6.1
5) REX	C.I.T.A.	C.I.T.A	8.1	7.9	7.1	5.0	3.7
6) BONCALO	T.S.A	T.S.A			0.2	1.0	2.5
7) NOBEL	T.S.A.	P.M.				1.2	2.4
8) HABANOS	T.S.A	T.S.A	4.3	1.3	0.2		1.7
9) SOMBRA	T.S.A	T.S.A	2.8	2.6	2.4	1.8	1.6
10) CONDAL	T.B.C	T.B.C.	0.7	1.6	1.6	1.3	1.3
11) "46"	T.B.C	T.B.C	3.1	3.2	3.0	1.9	1.3
12) RECORD	C.I.T.A	C.I.T.A.	3.0	3.3	2.6	1.8	1.2
13) MARLBORO	P.M.	P.M./T.S.A.	0.5	0.4	0.6	0.6	1.2
14) KAISER	T.B.C.	T.B.C.	1.9	2.3 13.6	2.1 17.9	1.5 22 6	1.2
15) BISONTE	T.S.A.	T.S.A.	0.8	0.6	0.6	0.6	0.5
16) OTHERS			13.6	12.3	9.2	7.4	6.6

MARKET SEGMENTATION %

FILTER (NON-MENTHOL)	91.3	92.7	93.3	93.1	94.2
FILTER MENTHOL	0.8	0.7	0.7	0.7	0.6
NON-FILTER	7.9	6.6	6.0	6.2	5.2

PRICE SEGMENTATION % (ACTUAL PRICES)*

PREMIUM ($0.98 to $1.5) (per 20's Pack in US$)	----	----	2.0	1.0	1.1
HIGH ($0.85)	4.7	4.8	3.0	4.6	7.5
MEDIUM - HIGH ($0.42 TO $0.66)	10.1	14.1	17.8	23.7	27.2
MEDIUM ($0.29 TO $0.39)	8.4	5.8	5.2	5.5	7.4
MEDIUM - LOW ($0.25)	61.7	63.3	61.9	54.4	48.0
LOW ($0.14 TO $0.21)	15.1	11.9	10.1	10.7	8.8

* Change: 1 US $ = 128 Pts.

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(SPAIN)	1978	1979	1980	1981	1982
TAR & NICOTINE SEGMENTATION %					
LOW 1. mg. NICOTINE 16 mg. TAR	0.9	1.9	1.8	3.4	6.0
HIGH/FULL FLAVOR 1 mg. NICOTINE, 16 mg. TAR	91.9	98.1	98.2	96.6	94.0
TOBACCO TYPE SEGMENTATION %					
BLOND: AMERICAN	17.2	20.7	24.9	31.1	37.1
VIRGINIA	0.4	0.3	0.3	0.3	0.2
BLACK	82.3	78.7	74.5	68.4	62.6
OTHER (EUROPEAN BLEND)	0.1	0.3	0.3	0.2	0.1
LENGTH SEGMENTATION %					
70 MM AND SHORTER	6.4	5.4	4.7	4.9	4.2
80 MM TO 85 MM	92.6	93.2	93.9	93.9	94.6
95 MM TO 99 MM	0.1	0.2	0.4	0.4	0.4
100 MM	0.9	1.2	1.0	0.8	0.8
PACK COUNT SEGMENTATION %					
11 to 15 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
16 TO 19 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
20 CIGTS/PACK	99.9	99.9	99.9	99.9	99.9
OVER 30 CIGTS/PACK	0.1	0.1	0.1	0.1	0.1
PACK TYPE SEGMENTATION %					
SOFT PACK	93.3.	92.1	91.7	91.0	87.9
FLIP TOP BOX	6.6	7.7	7.9	8.6	11.7
PRINCESS PACK	0.1	0.2	0.4	0.4	0.4
OTHER (CAN CIGARETTES)	0.1	0.1	0.1	0.1	0.1

Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(SPAIN)	1978	1979	1980	1981	1982
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	2	2	2	2	2
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	2	2	2	2	2
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO(3)
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
CIGARS (MILLIONS)	856.6	891.6	903.8	915.7	888.9
PIPE TOBACCO (THOUSAND KILOS)	108.3	129.7	147.8	140.8	128.0
ROLL YOUR OWN (THOUSAND KILOS)	686.2	624.7	659.8	587.6	511.6

(1) Only for new entries
(2) Only for LTN brands
(3) From April 15th. 1983 onwards

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

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VI. LATIN AMERICA

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

DOMINICAN REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

MEXICO

PANAMA

PUERTO RICO

URUGUAY

VENEZUELA

2500085291

PHILIP MORRIS INTERNATIONAL FACT BOOK

NAME OF MARKET: ARGENTINA

	1978	1979	1980	1981	1982
TOTAL CIGARETTE CONSUMPTION (BILLIONS)	36.5	38.2	39.2	35.7	32.8
OF WHICH LOCAL MANUFACTURE:	36.5	38.2	38.8	35.3	32.8
IMPORTED FROM 1) PHILIP MORRIS		0.1	0.2	0.3	
2) B.A.T.			0.2	0.1	
POPULATION TOTAL (MILLIONS)	26.9	27.4	27.9	28.4	28.9
PER CAPITA CONSUMPTION	1,357	1,394	1,405	1,257	1,135
POPULATION OVER 15 YR OF AGE (MILLIONS)	18.7	19.1	19.4	19.8	20.1
PER CAPITA OVER 15 YRS	1,952	2,000	2,021	1,803	1,632
SMOKER INCIDENCE					
% OF TOTAL POPULATION	34	39	37	38	37
% OF FEMALE POPULATION	47	47	46	48	49
% OF MALE POPULATION	22	25	28	29	27
COMPANY SHARES					
1) NOBLEZA-PICCARDO (BAT)	61.2	61.6	57.9	56.8	57.7
2) MASSALIN PARTICULARES (PM) (REEMTSMA)	38.8	38.4	42.1	43.2	42.3

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Source: https://www.industrydocuments.ucsf.edu/docs/qzgl0000

(ARGENTINA)			1978	1979	1980	1981	1982
BRAND FAMILY SHARES %							
BRAND NAME	TRADEMARK OWNERSHIP	MANUFACTURER					
1) JOCKEY CLUB	BAT	NOB-PICC	38.5	36.5	37.3	34.8	34.1 -
2) 43/70	BAT	NOB-PICC	9.7	10.1	10.1	11.5	11.6
3) CHESTERFIELD	PMI	MASS-PART				4.2	9.1
4) COLORADO	PMI	MASS-PART	10.7	9.6	8.6	7.1	7.4
5) L & M	PMI	MASS-PART	5.4	5.5	5.5	6.2	5.5
6) PARTICULARES	MTP ART.	MASS-PART	8.1	7.0	6.7	4.6	4.3
7) MARLBORO	PMI	MASS-PART	1.1	3.3	6.9	6.7	4.1
8) IMPARCIALES	MTIMPAR.	MASS-PART	4.2	4.3	4.1	3.5	3.7
9) PARISIENNES	SEITA FRANC.	NOB-PICC	1.9	2.1	2.1	2.4	2.8
10) COLT	BAT	NOB-NICC	2.3	2.9	2.9	3.0	2.8
11) PARLIAMENT	PMI	MASS-PART	5.7	4.8	3.9	3.2	2.4
12) CAMEL	R.J. REYNOLDS	NOB-PICC	---	---	---	0.7	2.0
13) LE MANS	MTIMPARC.	NOB-PICC	3.3	3.2	2.0	1.7	1.6
14) DORADOS	PMI	MASS-PART	---	---	0.9	1.9	1.4
15) PALL MALL	BAT	NOB-PICC	1.4	1.2	1.2	1.2	1.1
16) OTHERS			7.7	9.5	7.8	7.3	6.1
MARKET SEGMENTATION %							
FILTER (NON-MENTHOL)			99.1	99.3	99.4	99.7	99.9
FILTER MENTHOL			0.1	0.1	0.1	0.1	0.1
NON-FILTER			0.8	0.6	0.5	0.2	
PRICE SEGMENTATION %							
PREMIUM	U$S 0.89 plus		1.5	1.4	1.3	0.9	0.7
HIGH	U$S 0.85 to 0.88		3.6	3.0	2.2	1.9	1.5
MEDIUM	U$S 0.66 to 0.84		8.4	10.3	14.0	13.8	11.5
LOW	U$S 0.55 to 0.65		66.9	65.1	63.8	63.2	67.4
ECONOMY	U$S - 0.54		19.6	20.2	18.7	20.2	18.9
TAR & NICOTINE SEGMENTATION %		NICOTINE	TAR				
LOW	"	-0.7	-11.0	0.4	2.2	2.1	2.1	1.7
MEDIUM	"	0.71-0.90	11.1-16	4.2	7.6	8.5	8.4	9.1
HIGH/FULL FLAVOR	"	+0.91	+16.1	95.4	91.2	89.4	89.5	89.2

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(ARGENTINA)	1978	1979	1980	1981	1982
TOBACCO TYPE SEGMENTATION %					
BLOND:	74.0	74.7	75.6	75.2	75.4
MIXED	16.4	17.1	17.5	19.4	19.6
BLACK	9.6	8.2	6.9	5.4	5.0
LENGTH SEGMENTATION %					
70 MM AND SHORTER	0.8	0.6	0.5	0.2	0.7
80 MM TO 85 MM	73.2	74.9	75.6	76.1	75.9
100 MM	25.4	23.8	23.3	23.2	24.0
OVER 100 MM	0.6	0.7	0.6	0.5	0.4
PACK COUNT SEGMENTATION %					
UP TO 10 CIGTS/PACK	---	0.5	0.7	0.9	5.2
20 CIGTS/PACK	100	99.5	99.3	99.1	94.8
PACK TYPE SEGMENTATION %					
SOFT PACK	100	99.4	97.6	97.6	97.9
FLIP TOP BOX	---	0.6	2.4	2.4	2.1
CIGARETTE ADVERTISING MEDIA AVAILABILITY					
*NOTATIONS: 1) YES					
2) BANNED					
3) RESTRICTED					
A) TELEVISION	1	1	1	1	1
B) RADIO	1	1	1	1	1
C) NEWSPAPERS	1	1	1	1	1
D) MAGAZINES	1	1	1	1	1
E) COUPONS	2	2	2	2	2
F) POINT OF SALE	1	1	1	1	1
G) BILLBOARDS	1	1	1	1	1
H) CINEMA	1	1	1	1	1
I) SAMPLING	1	1	1	1	1

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(ARGENTINA)	1978	1979	1980	1981	1982
HEALTH WARNING & T&N LISTINGS					
ANSWER EITHER: YES OR NO					
WARNING ON: A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
SPECIFIC T&N NUMBERS ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
TAR BANDS PRINTED ON:					
A) PACKS	NO	NO	NO	NO	NO
B) CARTONS	NO	NO	NO	NO	NO
C) ADVERTISING	NO	NO	NO	NO	NO
CONSUMPTION OF OTHER TOBACCO PRODUCTS					
ROLL YOUR OWN (THOUSAND KILOS)	N.A.	N.A.	1.894	2.360	N.A.

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